



DOW LIVE EARTH RUN FOR WATER NGO PARTNER FACT SHEET

ABOUT THE EVENT NGO PARTNERSHIPS

The Dow Live Earth Run for Water has created a comprehensive coalition of NGO partners around the world that support a variety of important initiatives in the water sector ranging from conservation and advocacy, to bringing clean, safe drinking water to people around the world.

BENEFICIARY PARTNERS

The Dow Live Earth Run for Water beneficiary partners will receive funds raised in their specific country.

A Child's Right – China Beneficiary

A Child's Right (ACR) is unique in the water field, as their sole focus is bringing clean, safe, purified drinking water to vulnerable children in impoverished urban and peri-urban centers – specifically to sites burdened with unsafe water quality and high concentrations of at-risk children. In the last two years alone, ACR has provided safe drinking water to more than 150,000 children in orphanages, street shelters, rescue homes, schools, displacement camps and children's hospitals in cities around the world. In 2009, their goal is to assist 100,000 more.

ACR has four major project sites; offices and staff in China, Cambodia, Ethiopia and Nepal; and will be expanding their coverage to India in 2010. For more on their work: www.achildsright.org.

Fondo Para La Paz – Mexico Beneficiary

Fondo para la Paz is a non-profit organization that has worked for 15 years with rural indigenous villages in Mexico promoting community-led development and building social capital to improve living conditions.

Fondo para la Paz offers rural indigenous people a model for helping lift themselves out of extreme poverty by making use of their abilities and talents. Our local personnel facilitate the making of community projects tailored to the community's specific needs regarding nutrition, education, access to water, sanitation services and environmental sustainability.

To achieve the communities' goals Fondo para la Paz funds socially relevant projects and orchestrates the intervention of "development partners" comprised of local organizations, national research institutes, government agencies at the local, state and federal levels and more than 450 field volunteers.

At the present time, Fondo para la Paz's efforts have helped more than 4,000 indigenous families living in Oaxaca, Veracruz and San Luis Potosi. For more information, please visit www.fondopaz.org

Global Water Challenge (GWC) – US Beneficiary

GWC is a diverse coalition that consists of leading organizations working to provide creative and sustainable solutions for universal access to safe drinking water and sanitation. GWC's mission is to generate a global movement to meet the urgent need for safe water and sanitation by spurring collective awareness and investment in water supply/sanitation innovation by corporate, public and nongovernmental actors. Our challenge is to reach people with the tools and education they need to empower themselves. Access to clean water and sanitation leads to healthier, longer and more productive lives, and breaks the cycle of poverty. Water and sanitation are not just human rights, they are human necessities. More information about Global Water Challenge can be found at <http://www.globalwaterchallenge.org>.

Indonesian Water Partnership – Indonesia Beneficiary

Since March 2002, Indonesian Water Partnership (InaWP) has aimed to establish synergy and cooperation among government institutions, communities, professional organizations, academia, NGOs and other water-related stakeholders to establish a common direction for future efforts which will be carried out either in partnership or independently by the partners, according to their respective missions. The main activity is to support government, private sector and community in implementing the Integrated Water Resource Management (IWRM) at national, province, river basin and district/municipal levels. Since inception, InaWP has organized the annual commemoration of the World Water Day on March 22nd with workshops on water related topics, IWRM and a Green Expo. Together with the Ministry of Public Works Republic of Indonesia, InaWP has organized a National Partnership Movement for Safeguarding Water and convened a workshop for journalists on the impact of climate change. For more information, please visit www.inawater.org

Lien Aid – Singapore Beneficiary

Lien Aid is a Singapore-based non-governmental organization that seeks to build a firm foundation for human development by making safe water and sanitation accessible and affordable to poor communities. We are currently concentrating our efforts on Asia's impoverished communities where the water and sanitation crisis is most acute. Founded in 2006, we have since established our presence in six countries: Cambodia, China, Indonesia, Thailand, Vietnam and Myanmar. As the issues we deal with are dynamic, we are constantly assessing the needs of the people and exploring ways in which simple technologies can be implemented affordably and effectively in those communities. Backed by the resources of a world-class technological university, our work is based on the principles of adapting to local conditions, integrating available solutions and partnering with players from various sectors to ensure programs are sustainable and rapidly scalable. Lien Aid, together with the Lien Institute for the Environment (LIFE) forms the Lien Foundation - Nanyang Technological University Environmental Endeavour. For more information, please visit www.lienaid.org

Pump Aid – UK Beneficiary

Pump Aid is a registered international charity in the UK that works in southern Africa. The charity works to relieve hardship and suffering in poor, rural communities by improving the availability and quality of water for domestic consumption; promoting the productive use of water in agriculture, tree-planting; and providing sanitation with health education. Since its start in 1998, Pump Aid has installed more than 4,600 pumps, enabling more than one million people to have access to clean drinking water. Pump Aid currently works in Malawi, Zimbabwe and Liberia, and has future plans to expand into other neighboring African countries.

Over the next five years Pump Aid aims to provide sustainable supplies of clean water, improve access to sanitation and increase food security for 8 million people. For more information on Pump Aid, please visit www.pumpaid.org

Wildlands Conservation Trust – South African Beneficiary

The Wildlands Conservation Trust is a biodiversity conservation organization working at the interface between conservation and sustainable development. Our aim is to restore and conserve natural ecosystems through the development of innovative socio-economic partnerships. This is based on the premise that healthy, natural ecosystems are the platforms on which human well-being and the sustainable development of the planet are possible. Our work is focused around four core programs:

- **Biodiversity Management Support**, through which we work closely with formal conservation bodies to help improve their ability to manage South Africa's spectacular network of conservation areas
- **Conservation SPACE**, through which we facilitate rural communities with plans and development of their own conservation areas
- **Indigenous Trees for Life**, a reforestation initiative through which we teach vulnerable community members to grow indigenous trees to improve their livelihoods
- **Green Leaders**, through which we nurture environmental awareness and leadership amongst our partners, 'treepreneurs' and community and business leaders

For more information, please visit www.wildlands.co.za.

PROMOTIONAL PARTNERS

The Dow Live Earth Run for Water promotional partners have pledged to provide support across their networks to drive awareness for the Dow Live Earth Run for Water, as well as for the challenges and solutions associated with the global water crisis.

Akvo

Akvo.org creates and shares Internet and phone-based tools that help Live Earth and its partners fund and follow many thousands of new water and sanitation projects. Money flows quickly to field projects because donors choose what to fund, and follow progress online. People can use these storylines to build exciting new campaigns and networks.

Akvo's more than 80 partners lead the world in sharing project updates openly. Better feedback means happy donors, and dialogue between field workers builds skills and improves quality. Time and money are saved while people across the world get safe drinking water and proper sanitation. Incorporated as a not-for-profit foundation, Akvo was established in autumn 2006 and its system went live in August 2008. It is headquartered in The Hague, Netherlands. For more information on Akvo, please visit <http://www.akvo.org/>.

Blue Legacy

Blue Legacy was formed in 2008 by Alexandra Cousteau to engage individuals around the world through telling the story of our water planet. Blue Legacy works to shape society's dialogue to include water as one of the defining issues of our century and to inspire people to take meaningful action on critical water issues.

People throughout the world are increasingly aware that our environment is changing: natural resources are disappearing, pollution is widespread, the climate is becoming more volatile, diseases spread more rapidly and ways of life are vanishing. Water is at the heart of these issues and is the primary vehicle through which climate change will be felt.

Blue Legacy is a catalyst for action and change – promoting ideas for innovative solutions that individuals and communities around the globe can implement to address the issues facing our water planet. Our projects leverage film, educational tools and traditional media along with emerging technologies and social networks to help “mainstream” audiences around the world experience the people, places and systems affected by critical water issues. For more information, please visit www.AlexandraCousteau.org

Climate Neutral Network

Launched in February 2008, the Climate Neutral Network (CN Net) is a high-profile outreach initiative led by the United Nations Environment Programme (UNEP) to catalyze global transition to low-carbon economies and societies. Today, the CN Net counts more than 100 participants, including 10 countries, 15 cities, major international companies, UN agencies, leading NGOs and universities who have set the most ambitious greenhouse gas reduction targets in the world. Based on a free-of-charge, interactive Web site, the CN Net gives participants a platform to present their strategies in climate neutrality to the world, providing visibility and inspiration to others. It functions as a network for information exchange and sharing of practical experiences, making the best available knowledge on climate neutrality widely available to all. CN Net participants are already achieving significant cuts in greenhouse gas emissions. As the Network grows and expands, so will its contribution to global efforts to combat climate change. For more information, please visit <http://www.unep.org/climateneutral/>.

GLOBE

GLOBE (Global Learning and Observations to Benefit the Environment), founded by Al Gore on Earth Day 1994, has become an educational force to educate, train and inspire young people throughout the world to preserve the environment for current and future generations. Currently active in 110 countries, GLOBE supports students, teachers and scientists to collaborate on inquiry-based study and research about the dynamics of Earth's environment.

GLOBE is the world's largest international science education program. GLOBE has reached millions of students, trained more than 50,000 teachers and involves more than 20,000 schools in 110 participating countries. GLOBE students learn about the Earth system by collecting scientifically sound environmental measurements and conducting Earth science research. Students conduct research in collaboration with scientists, other students and community members in the worldwide GLOBE network using the GLOBE database of more than 20 million measurements. To learn more about GLOBE, visit <http://www.globe.gov/>.

Invisible Children

In 2003, three young filmmakers traveled to Africa in search of a story. This filmmaking adventure transformed into much more when these boys discovered a tragedy in Uganda where children are being abducted by a rebel army and forced to fight as child soldiers. Upon returning home they created a film about their experiences called "Invisible Children: Rough Cut," which garnered such an overwhelming response from viewers that the non-profit Invisible Children, Inc was formed to give viewers an effective way to respond.

Invisible Children is now a social, political and global movement using the transformative power of story to change lives. By inspiring youth culture to value creativity, idealism and sacrifice, the movement fuels the most effective, adaptable and innovative programs in the world. Invisible Children's comprehensive development programs in Uganda include school-based initiatives that bring clean drinking water to schools and different members of the community. For more information, please visit <http://www.invisiblechildren.com>.

Isha Project GreenHands

OUR VISION is to create and nurture a deep culture of care towards the environment to keep this planet liveable for future generations.

OUR MISSION is to prevent and reverse environmental degradation and enable sustainable living for rural communities within the Indian state of Tamil Nadu. We aim to provide the necessary inspiration, environmental education and support to achieve the planting of 114 million trees, an additional 10 percent green cover for the region – offering a model that can be replicated worldwide.

OUR STRENGTH is our cadre of dedicated volunteers, which have inspired thousands of others to become involved, from small children to businessmen and politicians. This inclusivity has ensured a groundswell of rural support with the indigenous understanding to meet the needs of the community, re-establish the ancient ways of working with nature and ensure that all involved appreciate the need to maintain this level of ecological awareness for the future.

For more information, please visit www.projectgreenhands.org.

Project WET

Project WET is an award-winning global nonprofit organization that has dedicated itself to the mission of reaching children, parents, teachers and community members of the world with water education since 1984. Project WET achieves its mission of worldwide water education by:

- publishing water-resource materials including its award-winning Kids In Discovery series (KIDs) activity booklets and more than 300 interactive activities.
- providing training workshops on diverse water topics (i.e., watersheds, water quality, and water conservation).
- organizing community water events such as Make a Splash with Project WET water festivals and the Global Water Education Village™.
- building a worldwide network of educators, water resource professionals and scientists (currently working in 43 countries on five continents).
- empowering individuals to take action in their communities to help address local water-resource issues.

Visit Project WET on the Web at <http://projectwet.org> to learn more about available education materials, workshops and support services.

WASRAG International

WASRAG (the Water & Sanitation Rotarian Action Group) was launched in 2007 as a Rotary International approved group of Rotarians working to promote healthy communities through the provision of safe water and sanitation. Rotary, the world's oldest service organization, has 1.2 million members in some 33,000 clubs in more than 200 countries. Its strong roots in the local communities of developing countries are critical to WASRAG's success in completing sustainable projects. Since 2004, more than 2,500 Rotary projects, representing an investment of more than \$16 million and many thousands of hours of sweat equity, have brought safe water and sanitation to millions of people. These projects have embraced every imaginable need – providing toilet blocks for slums, building dams, irrigation, eliminating disease in river communities, bringing safe water and sanitation to households, communities, hospitals and schools. The focus is always on the most appropriate, sustainable and economical technology. For more information, please visit www.wasrag.org

Water Footprint

The interest in the Water Footprint (WF) concept is rooted in the recognition that human impacts on freshwater systems can ultimately be linked to human consumption, and that issues like water shortages and pollution can be better understood and addressed by considering production and supply chains as a whole. The WF concept and methods have been firmly established in scientific literature by Professor Arjen Hoekstra from University of Twente, the Netherlands.

The Water Footprint Network is a non-profit foundation through which we can better supply support to partners in order to solve questions like "how to implement proper water footprint accounting in the context of my country or organization?", "how to identify the spots where water footprints have the largest impact?" and "how to reduce and possibly offset those impacts?". The network brings together partners from diverse origins: knowledge institutions, non-governmental sector, private sector, governments and the UN. Our three main activities are: (i) Development of the methodology and its application tools, (ii) Implementation of the methodology through pilot projects with partners and (iii) implementation to water policy. For more information, please visit www.waterfootprint.org

World Water Council

The World Water Council is an independent, international organization that promotes sustainable water management throughout the world. It has more than 350 member organizations, including governments, non-governmental organizations, businesses, professional networks and research institutions, based in more than 80 countries. Every three years, the World Water Council organizes the World Water Forum. It is the world's premier event on water and gathers more than 20, 000 participants from around the world to generate concrete solutions to the world's water challenges. For more information, please visit www.worldwatercouncil.org

UNEP

UNEP, established in 1972, is the voice for the environment within the United Nations system. UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and people to improve their quality of life without compromising that of future generations.

UNEP acts as a catalyst, advocate, educator and facilitator to promote the wise use and sustainable development of the global environment. To accomplish this, UNEP works with a wide range of partners, including United Nations entities, international organizations, national governments, non-governmental organizations, the private sector and civil society.

In 2010, the International Year of Biodiversity, UNEP will focus on highlighting the vital role of biodiversity in sustaining life on Earth and its importance to human well-being and poverty reduction. Please visit us at www.un.ep.org.

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